

BTOP Advisory Task Force Meeting

February 3, 2012

9:00am – 4:00pm

Meeting Purpose:

To help public libraries improve and sustain their public access computing services

Meeting Outcomes:

By the end of the meeting participants will:

1. Finalize documents defining sustainability activities,
2. Identify next steps for broadband sustainability efforts by the library community, and
3. Identify next steps for sustainability efforts by Idaho Commission for Libraries

Meeting Facilitator: Shirley Biladeau

Meeting Leader: Gina Persichini

Meeting Recorder: Teresa Lipus

Present

Task Force:

Amy Mortensen , Anne Cheadle, Bette Ammon, Mark Rose, Mary DeWalt, Memo Cordova, Norma Jean Sprouffske, Ruth Funabiki

ICfL:

Ann Joslin, Frank Nelson, Gens Johnson, Gina Persichini, Jan Wall, Kevin Tomlinson, Marj Hooper, Shirley Biladeau, Teresa Lipus

Introductions and Agenda Review

Positive results of online @ your library:

- Amy Mortensen (Twin Falls Public Library): We went from 1.4 to 45 Mbps. On the staff side, we can help people faster. Additional laptops allow more people access to the Internet. The GED book, available through LEL, is always in demand.
- Anne Cheadle (Latah County District Library): Latah is not a connectivity library but we benefit from the statewide online resources and this project allows us to make broadband a priority with the library and board.
- Bette Ammon Coeur d'Alene Public Library: Expectations from people are that they'll get the speed and resources from libraries. I was able to help someone via email at 9 pm on a weekend with LearningExpress Library (LEL) questions.
- Mark Rose, Nampa Public Library: We went from two or three T1 lines to 30 Mbps. No complaints from public about the speed, which is noteworthy. Staff doesn't get direct benefit but we got on the bandwagon for the City to upgrade their broadband.
- Mary DeWalt, Ada Community Library: Star branch is a connectivity library and went from 1T to 20 Mbps. Staff is blown away. It allows them to help the public faster and the public has faster access to resources.
- Memo Cordova, Albertsons Library, Boise State University: My responsibility has grown; I'm the liaison for concurrent enrollment and we instruct many students in how to use library resources. We have been pushing LiLi.org resources and people are blown away. We target high school students, but the graduate-bound students love the GRE resources in LEL.
- Norma Jean Sprouffske, Caldwell School District, K-8 Library Coordinator: Most school libraries tap into available statewide resources. Canyon Springs (alternative) High School in particular uses LEL and the SAT test resources.
- Ruth Funabiki, University of Idaho Law Library: Last week I was working with staff who help other staff with technology. I showed him LEL and he was very excited about the possibilities.

- Gens Johnson, ICfL: I just finished the year-end report and am so impressed with the numbers. I'm proud to be part of this project where thousands of people are getting access to broadband and resources.
- Ann Joslin, ICfL: A highlight for me is having Gens be the project manager and having her expertise on the project. One of our staff looked into LEL for his son and his son brushed up on skills after being out of school for a while to make it easier to return to being a student.
- Gina Persichini, ICfL: Every public library is a BTOP library. I love hearing the stories resulting from the project. We've heard stories about the State's HR department using LEL for learning Microsoft suite and stories of people using the practice certification exams.
- Jan Wall, ICfL: Wireless printing in libraries would be great. New computers have inspired libraries to reconfigure their space and they now look inviting and spiffy. In Mullan, all 10 computers are being used whenever I go in, in Fernwood too. Also, the project has forced some libraries into E-Rate: Prairie-River spent 3-hours on E-Rate and their request is \$14,000.
- Kevin Tomlinson, ICfL: At a Credible Connections workshop, one director said they have an exceptional employee that they want to move up in responsibilities. She needs her GED, so they've been allowing her to use some of her paid hours in LEL with the GED resources.
- Marj Hooper, ICfL: My neighbor is a trucker and is tech savvy. A fellow trucker contacted him, needing help printing a trip ticket so he could get out of Idaho. This neighbor directed the truck driver to the nearest public library (this was in North Idaho). The librarian, hearing his plight, helped him print what he needed and get on his way. This library got an "Attaboy" on a trucker site.
- Frank: When people hear "BTOP" they don't think of libraries. I went to a meeting of state agencies for GIS. They were thinking of LINKIdaho and asking agencies to report on their broadband capabilities. I let them know that we already have that information from the libraries and took the opportunity to make libraries more visible in this.

Enhancement Request

Ann Joslin explained that ICfL's enhancement request included LearningExpress Library subscription renewal funds of \$130,000. LEL BTOP-funding runs out Oct 31, 2012. The Governor *did not* recommend this enhancement and legislators tend to go with his recommendation. The Idaho Library Association (ILA) legislative committee met with legislative members on February 2 and LEL was a point of discussion. LEL is used in community colleges, law school libraries, the State HR department, the Department of Labor and regional offices, and Adult Basic Education (ABE).

We hope that if legislators and JFAC hear from a number of sources about the use and need of LEL, they will realize the value and importance. More and more people know about it, and if it stops in October, there will be a huge gap. The ILA legislative co-chairs will send on LibIdaho links to LEL talking points. People can reference the Commission's Enhancement request when contacting legislators about LEL. Statewide, 14 libraries, including Lynx Consortium, Twin Falls, CSI, and BYU were previously spending about \$34,000 on LearningExpress Library (this didn't include the Computer skills tutorials). It's more cost-effective to offer statewide.

Online @ Your Library Project Summary (from Gens)

- **Bandwidth:** 49 of 55 libraries now have bigger bandwidth connections. The remaining libraries are depending on other BTOP and BIP projects. One library had to pull out and we are inviting one more library (Malad) because of speed test results. The other libraries still interested were between 4 and 5 MBPS and we need a better sense from BTOP Advisory Task Force if this should be a focus. Some upgraded libraries only got up to 3-4 MBPS.
- **Computers:** All libraries have their computers: most went with Windows, but some with Mac. SonicWall has been installed and some have additional access points to Wi-Fi.
- **Maximize Your Job Search:** Labor will roll out the Spanish version in February.

- **Scout:** Idaho Public Television finished SCOUT and it's now available. Promo info was mailed to public and school libraries this week.
- **LearningExpress Library statistics:** 4,100 used GED prep resources; 1,000 used ESL resources; 2,300 used college prep resources; 3,600 used computer skills resources.
- **Library users:** Since before the grant started, Nampa has doubled users, Twin Falls had 3x as many.
- **Public Info:** Spanish language media **radio** in south central Idaho and TV in Treasure Valley, Bronco and Vandal sports spots. Bought **television** media spots bought in Spokane, South eastern Idaho, and South central. Using **billboards** in north central and north Idaho. Looking for billboard sites in SE and also Garden City.
- **Idaho Youth Corps:** Working with Labor on placing Idaho Youth Corps youth in libraries this summer with a focus on digital literacy. Will extend to all public libraries (first 50). BTOP grant pays half and Labor pays half.
- **Credible Connections:** 25 around the state with libraries, community partners and leaders, connecting with partners, resources. Mayors, chamber, USDA and local economic development folks have all been sent invites.
- **Partners for Prosperity:** Working with Spanish speakers on digital literacy.
- **Focus going forward:** Digital literacy and working with outreach groups, refugees, etc.
- **Sustainability of resources:** Other resources from grant were built with sustainability in mind (contracts with Labor and IDahoPTV were to have Maximize Your Job Search and Scout available for 5 years). Other resources are funded through other programs.

Working Group Documents

- **Success Statement:** Norma Jean pointed out updates resulting from the October 4, 2011 BTOP meeting. The purpose statement was updated. 3rd bullet was edited to remove "technology in."
- **Best Practices and Trends:** (posted to Basecamp 2-3-2012) There were some changes in tone as it's now aimed not just at library community but anyone who wants to know. This is intended to be an ongoing draft, perpetual BETA. Bette suggested changing "Smart Phones" to "mobile devices." Group decided to leave out vendor names from the document (Kindle, Overdrive, etc.) Kevin suggests adding a definition of ILS in addition to spelling it out (describe activities such as circulation and cataloging). Ruth will develop a definition in an additional paragraph. Mary suggests using Google docs as an example of cloud computing (anything that is not hosted on a static, locally controlled server). The intro paragraph will be dropped.

Best practice and trends evolve and as a result this page can be expected to change. Anne suggested a statement about who will update, how often. Gina could post as an HTML page that links to definitions. Changes could be submitted to lili@libraries.idaho.gov and ICfL staff will route to appropriate staff for updating. The document will include last updated date. Gina and Shirley will talk to SPLAT about them becoming involved. Gina will send out periodic reminders to the BTOP Advisory Task Force to review document for currency.

Ruth and Memo will make changes by February 14. When these changes are made, this will be posted online as HTML. Gina will post a couple days later.

- **Encouraging Broadband Adoption**
After seeing drafts of the working documents, Gina re-evaluated the task process and timing. Gina recalls discussion at Oct. 4 meeting of needing a plan and realized that Encouraging Broadband Adoption reads almost like a plan and other work that members have done (Opportunities for Public Access Computing and Tool and Resources) fit into this plan. She recommends discussing during the working time of the meeting and seeing how the other

documents fit into this plan: a midway alteration of our path. Anne said that working on this task helped her realize what she needed to be thinking about. This document is like a menu; not every library can do them all.

Discussion of activities from document that speak to sustainability and could be accomplished in the next year:

ICfL Activities

- *Bill of Rights to technology access*: Speaks to the broader notion of providing access, almost like a vision.
- Provide a clearinghouse of sample tech plans including information on benchmarks and recommendations from elsewhere (tools as well as philosophy)
- Provide a clearinghouse of strategic/long range plans
- Promotion-weekly. Once a week promote an item (like Gina is doing with LiLI-D). Remind people what's available. Tell libraries to share: copy tips and place on Facebook. Give libraries Facebook entries they can share. Make it succinct and fun.
- More active role in ILA conferences
- Success stories collection (offer a prize)
- Library Staff training (reminders about available training)

Library Community Activities

- Maintain current technology plan
- Libraries sharing Internet and technology policies/plans
- Libraries share strategic/long range plans
- Repost ICfL on Facebook/website
- Share what you have. Don't assume everyone knows what you do/offer.
- Success stories collection (make it a competitions, offer a prize)
- Staff training-provide the safe spot, encouragement, tools, and time
- Adequate outlets/ wireless
- Ergonomic furniture
- Print collection on Internet use
- Volunteer coordination system
- Build local history
- Wi-Fi access points to extend Wi-Fi in any library
- Specific training for Google analytics and ergonomics, IT
- Contract for statewide database such as TumbleBooks
- Marketing plan
- Webcams

Prioritizing Activities

Gens noted that we have avoided giving libraries money directly that would require them to report; that we can contract activities out; and that she wanted feedback on 1) which items are definitely worthwhile versus which would be "okay" and 2) what to work on today.

We need to narrow down the list.

1. Marketing Plan (re economic impact of broadband, Google ads, Facebook ads)
2. Staff training (digital literacy)
3. More stuff (makes libraries relevant)
4. Public programming/ digital literacy (develop a plan to address digital literacy)
5. Coordinated approach to deal w/digital literacy in Idaho

Comments about a marketing plan

- Go with an agency to get the word out statewide and give tools for libraries.
- Marketing plan makes most sense for getting work out statewide.
- It would help libraries realize what this means to the economy at the local level: how important it is to the community.
- Marketing plans are never done. There's always something new we can be telling people. What's the "right" next thing to be talking about? We have limited time and limited funds.
- Staff training is key element. Staff needs to be ready.
- You do what people ask you to do when they come in.
- It's not just about time. It's about space. Not enough of it. No clean, well-lighted space.
- Training needs to be just in time, at point of need

Comments about digital literacy

- What are the benchmarks in digital literacy?
- There are steps. Digital literacy to meta- literacy, to trans-literacy. Doesn't matter what you use as long as you understand how to use it. Contextual understanding of both staff and patrons. Where you need to be to understand.
- There isn't agreement on a definition; defining it will change as technology changes.
- How will Idaho deal with digital literacy: Approach in systematic way.
- ICfL could prep libraries what to expect about digital literacy.
- ICfL could have an event addressing digital literacy.
- Apply what we know: transference of skills. Why can we drive any kind of car we're put in but can't use different technology?
- With the "Haves" we need to make sure they have access to content (ex. mobile apps for LiLI. Technology should progress to access to LiLI on mobile.)
- There's always a gap, there's always a next person who needs something.
- Hire someone to put together a plan that extends beyond the funding period that includes the components mention today.

Comments about a summit

- Keep summit and speakers bureau separate (mentoring could be a component).
- Conference is one way to change the way people think about something.
- It depends on who is invited and how you get them there.

Breaking into groups to work on a shopping list to meet these priorities:

1. Marketing Plan (re economic impact of broadband, Google ads, Facebook ads) Ruth and Marj

- What is the task? Increasing the amount of marketing of BTOP
- What is the purpose? Reach both high- and low-tech citizens. (show them a better way)
- How might it be carried out?
 - Hire PR or ad agency to create LEL brochure that would go home with every student: 1) high school students, 2) K-9, 3) Spanish-speaking kids in both groups. Include with online registration. Brochures could be available in public libraries as well. Let firm figure out how to get in hands of every student in the state.
 - Expand the number of spots being broadcast, especially Fox TV... those channels are playing in a lot of public spaces (airports, hotel lobbies, etc,)
 - Hire agency to get ads on Facebook and Google to reach high-tech people.
 - Hire someone to interview libraries and patrons to collect BTOP success stories (use for promo materials.
 - Hire ad agency to create and promote Library Bill of Rights for Tech Access.

- What are the next steps?
- What is the stuff?

2. Staff training (digital literacy) Bette, Amy, Norma Jean ? (onsite vs web)

- What is the task? Ongoing digital literacy training for library staff and the public
- What is the purpose? Develop set of skills for library staff and public so they can transfer from one kind of device, platform, etc. to another.
- How might it be carried out:?
 - Hire consultant to develop technical competency survey to discover where to beef up training. UNT graduate studies opportunity?
 - Create training modules and take to where the libraries are.
 - Training should include how to retain information.
 - Trainer could develop a resource page of sources for refresher training: WebJunction, LEL, webinars, etc.
 - Time to practice and learn
 - Trained staff could be the trainers for the public programs. (Train the trainer).
 - Training should match need. Find out what public need to know. (How to use ILLI, LEL, determine what sites , digital literacy/citizenship, boundaries and web safety
 - Mentoring program
- What are the next steps?
- What is the stuff?

3. More stuff (means more things people can do in the library) Give me as much as you can, it makes me relevant and I'll get the space.)

- What is the task? A way to expand access to BTOP with hardware
- What is the purpose? Do we have the other things that will be necessary? Everything needs to be available to all public libraries
- How might it be carried out?
- What are the next steps?
- What is the stuff?

Visionary: <ol style="list-style-type: none"> 1. Wireless devices (signal center) (Hotspot) 2. Wireless print capability 3. IP conferencing (video conference, SKYPE) room space, equipment * 4. Kit of 3-4 new devices for training purposes: iPad, Kindle Fire, etc.) start with staff, train the public * 5. Shaded Exterior seating (park bench, picnic tables, etc. Our services reach beyond the building. Brand with something like "Wireless brought to you by online @ your library") * 	Practical <ol style="list-style-type: none"> 1. Print materials that teach us about new devices. 2. Computer workstations * 3. Productivity software (Office etc.) *
* only Connectivity libraries would be eligible for these	

4. Public programming/ digital literacy (develop a plan to address digital literacy)

- What is the task?
 - Idaho's Connected Communities: Initially hold an Idaho digital or trans-literacy summit that bookends the BTOP kick off, with variety of decisions makers. Share success but also raise public awareness of the need to integrate literacy trans-literacy into local community. Partner with

current groups already looking at various literacy issues: RTM, Midlife Adults, etc. work with Department of Education, Commerce, etc. Include key stakeholders, agencies, community leaders. Integrate literacy into existing initiatives. Create a coordinated approach to address digital literacy in Idaho. At the end announce availability of a speakers bureau.

- Create a speakers bureau of traveling experts to take message into community: SPLAT, university staff, etc. to speak to Chambers of Commerce, Rotary Clubs, etc.

- What is the purpose? Raise awareness of importance to community and the interrelatedness in various stages of life.
- How might it be carried out? Identify/contact partners. Hire a coordinator/planner, someone to plan expense. Have a keynote speaker and breakout sessions.

BTOP Success Stories

Credible Connections (Shirley)

These are facilitated networking opportunities and designed to give libraries a higher profile among community partners. Attendees include Business Solutions Services people, local economic development, ABE. Hailey had a deputy sheriff and the Croy Foundation, trying to raise funds for transitional living facility. Burley had the mayor of Oakley and Pam Jenks. Twin Falls had the new director of United Way, ABE, UI extension, Kimberly and Jerome people, and CSI people. Buhl had a variety of community members, the Hagerman librarian, and Filer board member

What they learned

- ABE does more than just GED
- Labor does more than unemployment insurance and works with families that are struggling.
- Public libraries offer computer classes and lots of resources.

What they worry about:

- How do we get jobs here?
- Oakley mayor asked if there was a site for companies looking to relocate.

What they're going to do next

- Contact schools, contact partners.

Debrief

- What about 1) TumbleBooks, 2) Volunteer Coordination system (Idaho Youth Corps), and 3) Clearinghouse for templates and policies?
- There are limits with stuff: We can't give computers to libraries that didn't get expanded bandwidth but can expand their wireless. We'll position Idaho for another grant if we focus on digital literacy focus and position Idaho's libraries with some kind of track record. We don't see more money for bandwidth or computers.

Survey monkey items to indicate levels of support.

- LearningExpress brochure for every school child
- Expand online@your library spots to commercial and cable TV
- Wi-fi access points to extend wi-fi coverage for any public library
- SonicWalls and one year of filtering for any library
- Google and Facebook ads
- Collect BTOP success stories
- Promote "Library Bill of Rights for Technology Access"
- Develop a regional mentor program
- Assess what the public needs (wants?) to know about Public Access Technology and the Internet
- Provide each library with a petting zoo of new public access technology devices
- Provide IP conferencing equipment to BTOP libraries
- Provide exterior furniture to BTOP libraries

- Provide interior workstation furniture to BTOP libraries
- Productivity software for BTOP libraries
- Bookend event for the BTOP project
- Speakers Bureau on public access technology, trans-literacy, etc.
- Online system to coordinate community volunteers that can be used by each library
- Provide training stipends to public libraries to pay for the time that people are "in training"
- Focused marketing strategy for statewide advertising of public access computing and online library services
- Templates for strategic technology planning
- Print resources, e.g. digital literacy books for circulation

Next Steps

What	Who	By When
Update Success statement on "online @ your library" website	Gina	2/10/2012
Make suggested changes/edits to Best Practices & Trends.	Ruth & Memo	2/14/2012
Add Best Practices and trends to "online @ your library" website. Post in HTML format with links to ILS definition/example, include links to some of the examples (e.g. in cloud computing), etc. Include statement "best practices and trends evolve regularly with advances in technology. As such, this list is expected to change regularly." Submit suggestions for best practices and trends to lili@libraries.idaho.gov .	Gina	2/16/2012
Ask SPLAT to review the best practices periodically.	Gina/Shirley	Ongoing
Create a survey for task force members to prioritize proposals for projects to be implemented before the expiration of the BTOP grant funds.	Gens	2/6/2012
Submit survey responses	ALL participants	2/10/2012
ICfL staff will review proposed projects to determine sustainability needs, funding needs, and implementation needs to determine implementation viability. Report back to task force.	ICfL Staff/BTOP Project staff	2/29/2012
Ask ILA Legislative Committee Co-chairs to send information about LearningExpress Library talking points to LibIdaho	Ann	2/29/2012

Meeting Review

Plus Food was good Gens appreciate the people who were here Good participation Flexible facilitation	Delta No legislators
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Favorite remarks: Taking care of the gap; "mind the gap" as an ideal for libraries.

Meeting End